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**Email script (buyers)**

<client name>,

The Multiple Listing Service (or MLS) is an important tool I’ll be using as we work together, but I’ve found few people understand it. So, here’s a quick overview: The Multiple Listing Service is where detailed information on virtually every home for sale resides, as well as historical information on home sales and prices. This foundation of complete, current and reliable information will help me advise you on everything from finding properties to offering strategies.

The Multiple Listing Service is a neutral place where virtually all the real estate agents in the market collaborate to make transactions happen. Agents representing sellers share the homes they have for sale with agents working with active buyers. This network of relationships is actually how most home sales happen. Moreover, we all agree to rules that ensure accuracy and efficiency in the real estate market.

Most home listings can be found on popular home search apps and websites because they get their information from the Multiple Listing Service. But the Multiple Listing Service contains information that you will not find publicly: showing instructions that will allow us to tour properties outside of open house times, comments from sellers’ agents and even data points that cannot be displayed publicly due to privacy concerns.

My membership in the Multiple Listing Service will keep me, and you, in the know as we move forward on your home buying journey.

<agent name>